

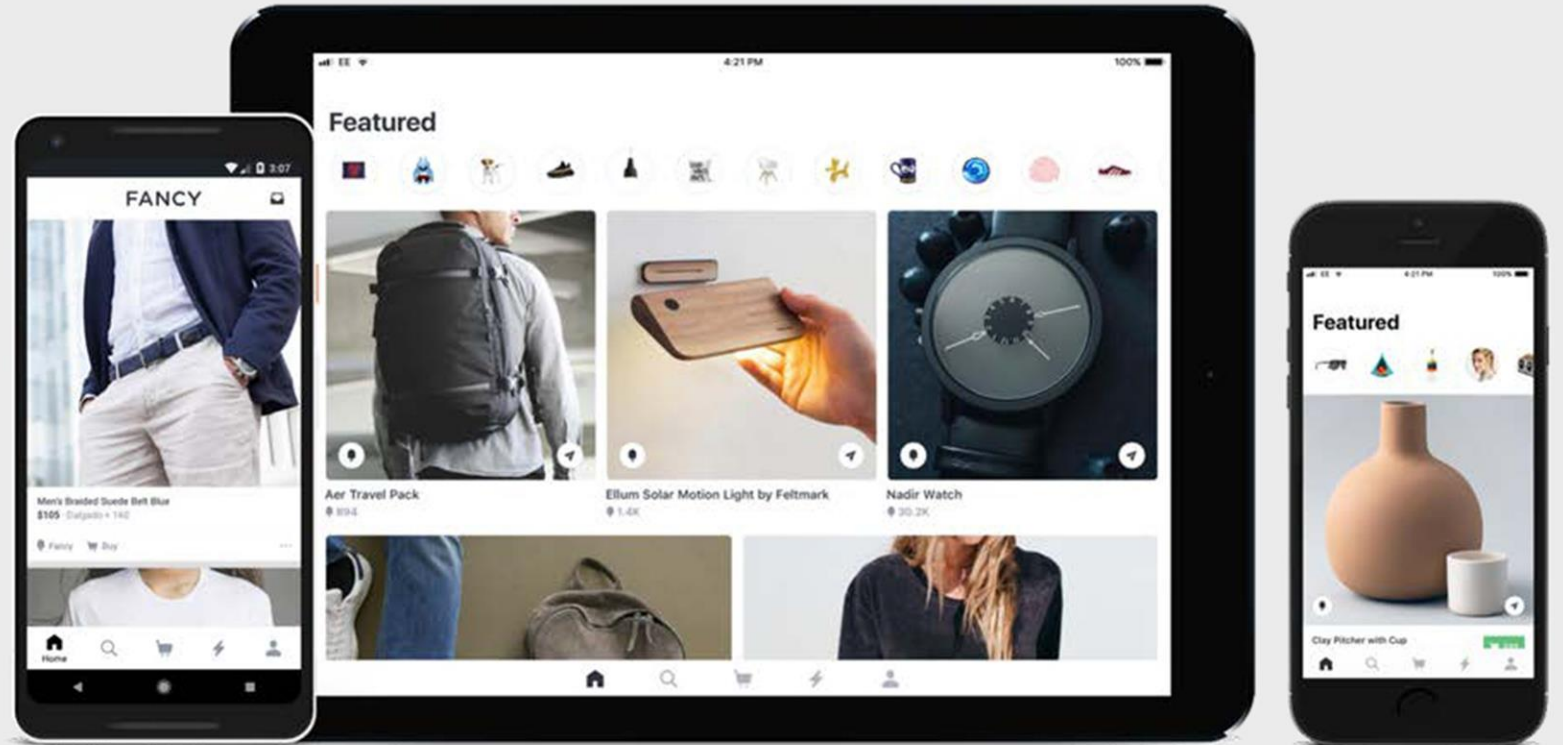
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FANCY

Discover the cool, the
new, and the now.



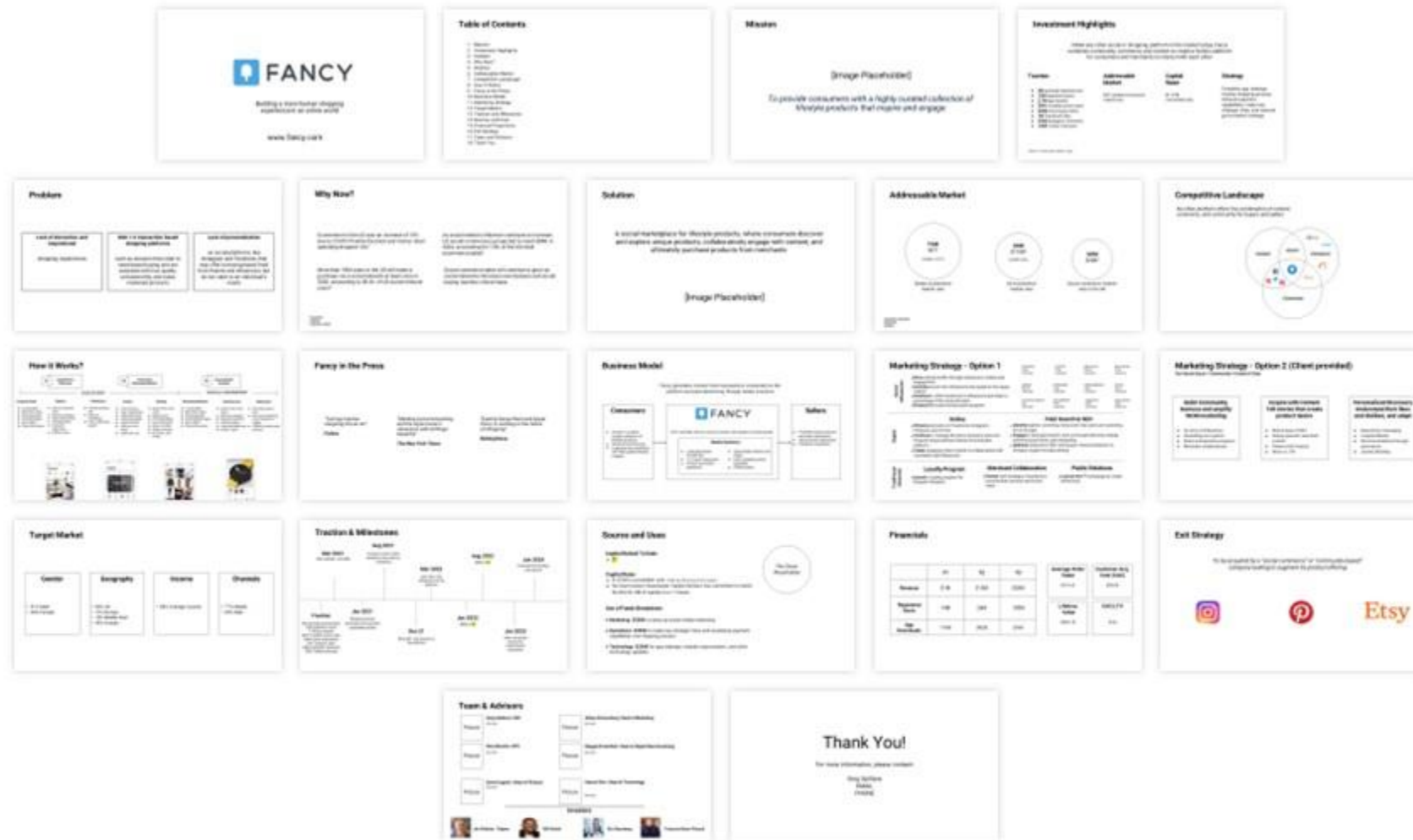
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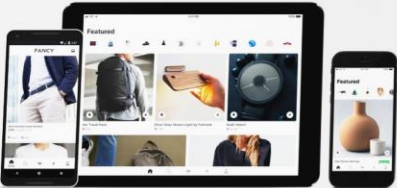


BEFORE

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FANCY

Building A More Human Shopping Experience In An Online World

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EXECUTIVE SUMMARY

Fancy combines **community, commerce, and curation** to create a unique and highly engaging **social shopping** experience.

Strong Traction

- 2M Purchase Transactions
- 12M Registered Users
- 450K+ Monthly Active Users
- 600K Email Subscribers

1M Facebook Likes

340K Instagram Followers

100K Twitter Followers

Mature Assets

- Proprietary marketplace technology
- Established lifestyle brand
- Fancy.com domain generates significant organic traffic
- Highly rated iOS and Android apps (2.6M app installs)

Poised for Growth

- Restructuring complete
- Attractive unit economics
- Innovative influencer model
- Huge data sets to mine
- Attractive CAC/LTV ratio

The Ask

\$2.5M convertible note Cap: **\$12M**
Discount: 20%

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Refer to "Addressable Market" page

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TEAM & ADVISORS

Greg Spillane | CEO
Co-Founder and COO at Events.com. Founder at Spillane. Director at Wario Technologies. Former Divisional VP, and HR from the University of Southern California.

Abbey Schoenberg | Head of Marketing
Experienced lifestyle brand builder. Key leader at Oakley. Former 21 and Condit.

Nora Murphy | CFO
Managing Director in Investment Banking and Principal Investing at Aurora Partners. Associate JP Morgan Investment Banking. MBA from Columbia Business School.

Maggie Porterfield | Head of Digital Merchandising
Digital veteran having held key roles at ModCloth, H&M, and American Apparel. B.S. Apparel Merchandising from Louisiana State University.

David Legachi | Head of Product
Co-founder/CEO of Sametime. Part of founding team that built and launched Airbnb, Twitter and Shuddle. Former Navy SEAL specializing in intelligence.

Haesoo Shin | Head of Technology
Joined Fancy in 2017. Technical architect and master mind behind Fancy Technology. Master's in Computer Science from the Seoul National University.

BOARD OF DIRECTORS

Jim Pelletta
Raptor

Gregg Parise
Sweetwater Capital

Sebastian Hua
The Kering Group

Scott Riley
Drake Capital

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OPPORTUNITY

Bricks and mortar retail has been changed forever and online shopping is stuck in a 1.0 world

Web 1.0 shopping platforms like Amazon cater to need-based buying and optimize for efficiency but don't serve trust-based categories very well

Shopping is meant to be "interactive and inspirational" especially for categories in which consumers seek feedback or recommendations

Social platforms like Instagram and Pinterest provides a browsing-based feed from friends and influencers, but lack a safe, reliable or personalized shopping experience

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WHY NOW?

Ecommerce in the US saw an increase of **10%** due to COVID19 while the brick and mortar retail spending dropped **14%.**¹

More than **76M** users in the US will make a purchase via a social network at least once in 2020, amounting to **38.4%** of US social network users²

As social media's influence continues to increase, US social commerce is projected to reach **\$84B** in 2024, accounting for **7.8%** of the US retail ecommerce sales.³

Although social commerce sales are growing, the experience is disjointed, unpredictable, and often untrustworthy.



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SOLUTION

Fancy is inspiration made shoppable

We are a highly-curated, discovery based, social marketplace consisting only of verified sellers

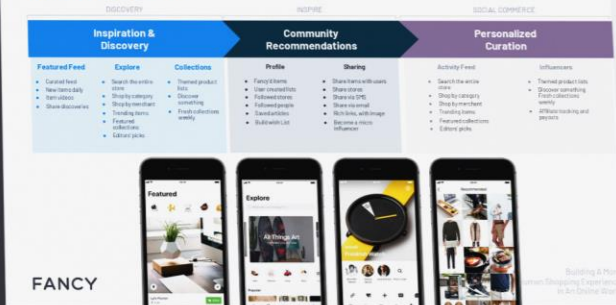
Users come to Fancy to discover, share, and shop the best fashion, accessories, skin care, decor and more from emerging brands across the globe



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HOW IT WORKS?

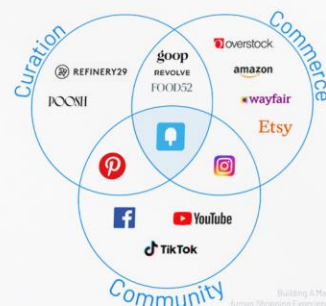


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COMPETITIVE LANDSCAPE

No other platform offers the combination of content, commerce, and community for buyers and sellers



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BUSINESS MODEL

Fancy generates income from transactions conducted on the platform and paid advertising through media solutions



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ROAD TO \$250M GMV AND PROFITABILITY

The turnaround is near complete and the company is poised for growth and reaching cash flow breakeven.




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THE ASK


Capital Raised
\$2.5M in convertible note (12M cap, 20% discount, 6% coupon)


Investor
Our lead investor Sweetwater Capital Partners invested **\$1.0M** towards the round




Other Notable Investors

 Shu Sternberg
Tampa Bay Devil Rays

 Francine Henri-Pinault
Kering

 Carlos Slim Domit
America Movil

 Will Smith
Coca-Cola

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A TURNAROUND WORTH MAKING

Since its founding in 2010, Fancy raised \$108m that was invested in technology development and customer acquisition. In Sept 2018, amid an insolvency situation, Raptor Capital lead a restructuring. In Apr. 2019, the BOD terminated the Founders and retained new executive management.

New leadership has taken assertive steps in turning around the company including drastic cost cutting, divesting unprofitable business lines, streamlining the strategy and focusing on profitability.

- Cut monthly burn by 85%
- Systemized key functions and implemented strict financial controls
- Divested offline business and re-established digitally native core strategy
- Improved GM% on transactions by 294%
- Recruited and hired key functional leaders across Finance, Marketing, Product, Digital Merchandising and Partner Development

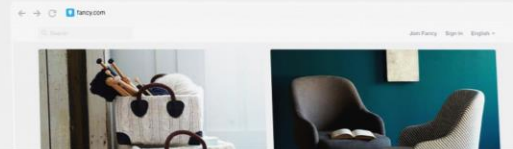
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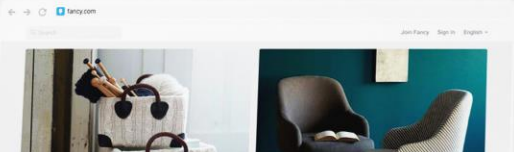
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Thank You!



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Appendix



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ADDRESSABLE MARKET

TAM
\$9T¹
(GAGR IN '19)

Global ecommerce market size

SAM
\$710B²
(GAGR IN '19)

US ecommerce market size

SOM
\$22B³

Social commerce market size in the US

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FANCY IN THE PRESS

Turning impulse shopping into an art


Forbes

Melding social networking and the style maven's obsession with all things beautiful

The New York Times

Eyed by Kanye West and Apple, Fancy is working on the future of shopping

Rolling Stone



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